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Letters to the Editor? Editorial

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Letters to the Editor?

Editorial

Probably one thing that makes the *Iowa State University Veterinarian* rather unique is the constant turn over of staff every year. Inevitably, this also means a turn over of ideas and philosophies about what our journal should cover. We like to think that the *ISU Veterinarian* is a dynamic journal and we certainly are willing to respond to the changes in direction that the veterinary profession takes.

Each new group of co-editors that comes in seems to want to take the journal in a different direction of emphasis or at least to make some improvements over their predecessors. And every couple years somebody comes up with the idea that it might be wise to survey our readership and find out what they like or dislike about our publication. If it's one thing that our publication lacks, it's FEEDBACK. However, surveys can be a time consuming and fairly expensive procedure for a publication such as ours, and yet, we want to be responsive to our reader.

A "Letters to the Editor Column" has been suggested and I for one would like to see such a column initiated. One disadvantage would be the fact that our journal is only published three times a year. Criticisms and comments about material and format might conceivably "mellow with age" so to speak. Nevertheless, I think it could serve as a communications link between the wide spectrum of our readership.

The two new co-editors who will re-

place Chess Adams and I have several new ideas about what our journal should emphasize. I agree with many of their proposals for change, but what we as editors think is not nearly as important as what you as readers would like to see printed.

As the present editors, we have tried to provide articles that would present current university practices based on clinical experience. Such articles include: "Fluid and Acid-Base Balance in Cattle," "Bovine Toxic Mastitis," "Polyradiculoneuritis: A Case Study," and "Closed Suturing Technique for Correction of Left Abomasal Displacement." We have also tried to present some practical articles on exotic animals.

The editorial is an area where we have worked to expand, and points of view on education or our profession are welcomed from anyone.

I can't think of a better time than now, when we are in a period of transition between editors, to write us a letter. Tell us what you like or dislike about your journal, or what changes you would like to see made; or maybe you have a comment about one of our recent articles. I am sure the future editors would be very appreciative of your comments and the response we receive will probably determine whether or not a "Letters to the Editor Column" would be feasible.

LARRY BOOTH,
Co-Editor